

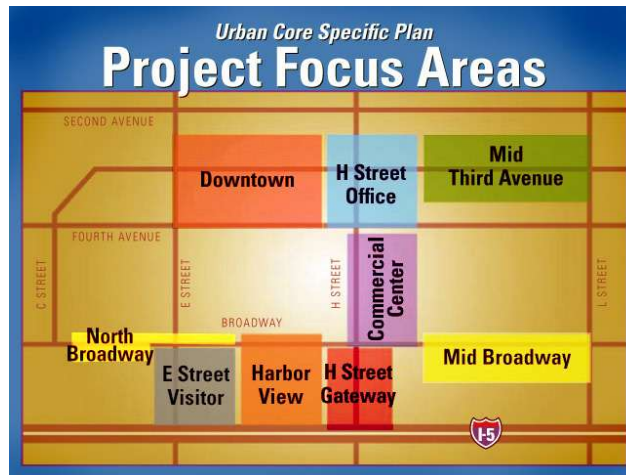
# Urban Core Specific Plan News



**A plan to revitalize and shape the future of Chula Vista's urban core is underway and shifting into high gear.**

## WHERE is the Urban Core?

It is the western part of the city (between I-5 and Del Mar Avenue and between C Street and L Street) that is commonly known as the historical downtown of Chula Vista. This area now has the potential to become a more dynamic and vibrant center for the surrounding neighborhoods and the community. The City has been developing an Urban Core Specific Plan (UCSP), a blueprint to guide development in "focus areas" within the larger urban core.



## WHAT is a Specific Plan?

A specific plan is a regulatory tool local governments use to implement their general plan and to guide development in a specially designated area. While the general plan is the framework for growth and development in a community, a specific plan tailors the planning process and land use regulations to accommodate the unique characteristics of a particular area.

In early 2004, the City hired a consultant, RRM Design Group of San Juan Capistrano to assist the City in preparing the urban core specific plan. RRM conducted a series of interviews with local business and civic leaders who have a strong interest in the project. The stakeholder interviews were followed by a series of technical studies that addressed land use, design, circulation, and infrastructure.

## PROGRESS to Date

The Chula Vista Urban Core Specific Plan work effort officially kicked off in August 2004. A 19-member Advisory Committee was appointed by the City Council to oversee the preparation of the UCSP. At the committee's first workshop in August, Mayor Stephen C. Padilla welcomed Chula Vista residents and pledged that extensive public outreach would envelop the planning process and help define the look, character and lifestyles of the urban core.

In September 2004, residents and property owners were given an opportunity to get involved in the process. Approximately 70 residents and property owners attended the first public workshop. They were asked to participate in a visual preference survey, which asked them to rank images of buildings in terms of appropriateness for different areas of the urban core. Local high school students and the advisory committee completed the same survey.

With the results of those surveys in hand, RRM drafted a vision plan for the urban core that includes: the Downtown Village, which roughly covers the existing downtown area; the Grand Boulevard, which extends along H Street; and the Promenade, which covers the gateway area closest to the I-5 Freeway.

## CALENDAR

**Urban Core Specific  
Plan Advisory  
Committee Meetings:**

**January 26  
February 16  
March 16  
April 13**

**6 - 8 pm**

**Community Meeting  
Room, Police Dept.  
Headquarters**

Everyone is welcome!

For more information, visit  
the City's website at  
**[www.chulavistaca.gov](http://www.chulavistaca.gov)**

## Get involved!

Anyone interested in the  
future of Chula Vista is  
encouraged to get involved!

For more information contact:

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**Stay connected!**



## PROGRESS CONTINUED

Winter 2005

On October 21, the Advisory Committee held its second meeting to help shape the preliminary vision plan. RRM used their feedback to draft the following ten key principles that will determine future development throughout the specific plan area.

- Develop a vibrant, distinct urban atmosphere with a day to evening environment.
- Build upon and enhance Chula Vista's cultural and historic traditions and diversity.
- Foster visible cultural and civic amenities, such as urban parks, outdoor dining opportunities and civic promenades.
- Establish a hierarchy of building forms with greatest densities at key nodes.
- Connect and integrate the Bayfront, eastern Chula Vista and designated focus areas within the urban core.
- Create lively and pedestrian-friendly environments through a concentration of activities in a compact, mixed-use setting.
- Transition new development to minimize impacts on existing residential neighborhoods.
- Provide creative parking strategies, including parking districts, structures and reductions.
- Define unique identities for focus areas through using individualized streetscape design and public spaces.
- Restore the historic street grid layout in order to maximize transportation choices and increase mobility and circulation opportunities for pedestrians, public transit and automobiles.

After collecting public input at a series of meetings and workshops, RRM developed a concept for each of the three major urban core areas.

Community participation is critical to the success of the Urban Core Specific Plan effort. Over the next few months, public outreach efforts will intensify with more advisory committee meetings and public workshops.

**We encourage you to participate!**



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